

REMARKS

Claims 1-31 remain in the application for prosecution.

§ 103 Rejection

Claims 1-31 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,59,392 B1 to Rebane ("Rebane"). Rebane is directed to a system and method for data collection, evaluation and presentation. The system and method utilize predictor modules that use recent historical data as a basis for a differential equation that defines the growth of the population to a saturation or maximum attainable level.

As an initial matter, it should be noted that Rebane is directed to a system for gathering and analyzing customer surveys in order to predict and report trends. All of the independent claims in the present application include the limitation that a notification message regarding a customer feedback message is transmitted. The claims, thus, allow for the possibility of sending immediate notification regarding a single message. This is not possible with Rebane, as Rebane requires the analysis of multiple responses to generate a trend. A trend cannot be created by a single message; therefore, Rebane does not teach or suggest the elements of the independent claims.

Turning now to the individual independent claims, none of them are taught or suggested by Rebane for the following reasons. Independent method claims 1, 8, 15 and 22 are directed to notifying personnel of customer feedback messages. Each of these independent claims includes the steps of receiving a feedback message, creating or generating an electronic notification message containing information about the feedback message, and transmitting the notification message to an employee. None of these steps are taught or suggested in Rebane. Rebane

discloses sending information to consumers "about subject matter within their scope of interest or other preferential treatment." Column 34, lines 66-67. Nowhere does Rebane teach or suggest generating or creating an electronic notification message containing information about the feedback message received from the customer. Instead, Rebane is concerned with transmitting information back to the consumer who fills out the survey, not with transmitting a feedback message from a customer to an employer, as claimed in claims 1, 8, 15 and 22. Therefore, claims 1, 8, 15 and 22 are believed to be in condition for allowance.

Claims 2-7, 8-14, 16 and 23-27 all depend on these claims and are also believed to be allowable.

Independent claims 17 and 20 are system claims directed to a customer feedback notification system. Each of these independent claims includes an electronic notification message which indicates that the customer feedback message has been received. Rebane does not teach or suggest an electronic notification message which indicates that the customer feedback message has been received. Furthermore, Rebane does not disclose or suggest a system having a computer server that transmits the electronic notification message to an employee. As discussed above, Rebane discloses electronic messages that are sent to consumers and which may include discounted prices or special offers on particular items. Rebane discloses a system that creates and sends messages to the consumer. Nothing in Rebane teaches or suggests a system that includes an electronic notification message which indicates that feedback from the consumer has been received. Further, nothing in Rebane teaches or suggests a system that transmits a notification to an employee when a customer feedback message has been received. Thus, independent claims 17 and 20, and their depending claims, are believed to be allowable.

Independent claim 28 is directed to a system for receiving and tracking customer complaints that includes an electronic notification message which indicates that the complaint has been received and a computer server for transmitting the notification message to the employee. As discussed above, Rebane discloses a system for sending a message to the consumer, not a computer server that transmits a notification message to an employee. Also, the messages transmitted in Rebane relate to rebates and special offers, not customer complaints. Therefore, claim 28 and its dependent claims are believed to be allowable.

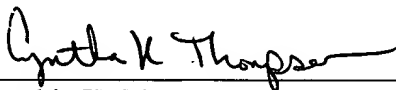
Conclusion

It is the Applicants' belief that all of the claims are now in condition for allowance and action towards that effect is respectfully requested.

If there are any matters which may be resolved or clarified through a telephone interview, the Examiner is requested to contact the undersigned attorney at the number indicated.

Respectfully submitted,

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